

Certified Speaking Professional

D E S I G N A T I O N

What is CSP? The Certified Speaking Professional designation, established in 1980, is the speaking profession's international measure of speaking experience and skill. CSP is conferred by the National Speakers Association (NSA) and the International Federation for Professional Speakers (IFFPS) only on those accomplished speakers who have earned it by meeting strict criteria. The letters CSP following a speaker's name indicate a speaking professional with proven experience who understands what is required and knows how to deliver client satisfaction.



Why Should You Hire a Certified Speaking Professional? It will make your job easier! The success of your meeting will be judged largely on the caliber, professionalism and appropriateness of the topic and presenter(s) you select. Choosing a CSP maximizes your opportunity of providing a speaker with a message that will focus, elevate and enhance the mission of your meeting and stick firmly in the memories, attitudes and action plans of your attendees. The Certified Speaking Professional designation is the International Federation for Professional Speakers's indication that you are booking a committed professional who has a history of success with many audiences.

How Many CSPs Are There? Less than 10 percent of the speakers who belong to the International Federation for Professional Speakers hold this professional designation.

**Comments
from Those
Who Hire
Speakers:**

.....
CSP is an insurance policy toward the meeting planner's success. The CSP designator is a qualifier in the mind of the astute planner.

Brad Plumb
National Speakers Bureau, Inc.

.....
I am a CMP (Certified Meeting Professional). I believe strongly in designations. It says you are committed to the profession. When I have equal speakers, I will take the CSP first over the non-CSP. Yes, CSP does make a difference in selecting speakers.

Betty E. Garrett, CMP
Garrett Speakers International

.....
You know they (CSPs) have achieved a certain discipline that puts them in a category all their own... they have passed the test of longevity; they have proven themselves. It makes a difference today and will continue to make a difference in the meeting planning industry.

Marolyn Wright
Program Resources

What Benefit Does a Certified Speaking Professional Bring to Your Meeting? A CSP brings a proven track record of continuing speaking experience and expertise. Certified Speaking Professionals are committed to ongoing education, outstanding service and ethical behavior. CSPs offer wide varieties of approaches, topics and styles. Only you can determine which speaker will best fit your needs. A Certified Speaking Professional provides a solid place with which to begin your search.

What Are the Criteria? Every Certified Speaking Professional must...

- Maintain membership in a member organization of the International Federation for Professional Speakers and subscribe to a Code of Professional Ethics.
- Serve a specific number of clients within five years.
- Present a specific number of professional speaking engagements within this same five-year period.
- Submit testimonial letters from clients served.
- Submit promotional material.
- Receive excellent ratings from past clients on professional performance evaluations.
- Demonstrate Sufficient financial income from professional speaking to confirm the value clients place on the speaker's expertise.
- Continue education in the professional speaking field through IFFPS's many educational programs.

The Association: The National Speakers Association (NSA) is the leading organization for those who speak professionally. Since 1973, NSA has provided resources and education designed to advance the skills, integrity and value of its members and speaking profession. Visit NSA's Web site at www.nsaspeaker.org. The International Federation for Professional Speakers is a global framework for independent speaking organizations to collectively serve the interests of their individual members while advancing the professional speaking community worldwide.

Comments from Those Who Hire Speakers:

.....
When I have a choice of a speaker who is a CSP or not, I will select the speaker who is a CSP.

Michelle Lemmons
International Speakers Bureau, Inc.

.....
I always consider the CSP designation the hallmark of professional excellence. The CSPs that we have selected have never disappointed our audiences.

Barbara S. Sadek
The Society for Human Resources Management

.....
It's truly an indication that a speaker has achieved a higher level of professionalism. It's something we look for first. I reduce my risk by hiring someone with a CSP.

William Bess
Manufacturers Representatives of America



NATIONAL SPEAKERS ASSOCIATION & INTERNATIONAL FEDERATION FOR PROFESSIONAL SPEAKERS

1500 South Priest Drive • Tempe, AZ 85281 • 480-968-2552 • Fax: 480-968-0911 • www.nsaspeaker.org